

# Plain Talks & News

JULY, 1972





Your life and the lives of others might someday depend on how well you react under pressure. You owe it to yourself to know at least the basic steps of first aid.

It's not hard to familiarize yourself with a few important facts, facts that could save the life of your wife or your child. The company's Safety Department handed you that knowledge on a silver platter—The Accident Control Manual.

Before you go to the beach again, or swim in the neighbor's pool, take time to look under the section entitled Resuscitation. There is also very helpful information under the General heading. There are tips about snake bite, broken bones, heat exhaustion and many other items you might run across in these summer months.

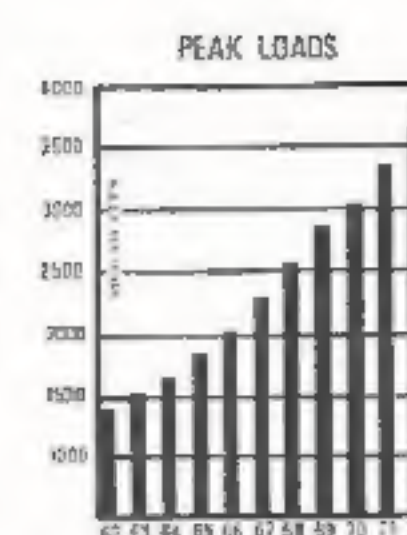
It's not a thick book, nor hard to read, but it could be the most important volume in your possession. Take a look.

P.M.

**A  
Best  
Seller**



<i>Power Demand &amp; Peak Load</i>	2
<i>Nuclear Symposium</i>	4
<i>Hunt, Heaner Win</i>	7
<i>Dayton District Grows</i>	13
<i>Bowling Awards Night</i>	14
<i>Promotions</i>	15
<i>Retirements</i>	16
<i>Service Awards</i>	17
<i>Letters</i>	18
<i>Coffee Cup</i>	19
<i>Welcome Aboard</i>	24



Demand & Load p. 2



Golf p. 7

Published Monthly By  
Public Relations Dept.

## GULF STATES UTILITIES CO.

P. O. Box 2951  
Beaumont, Texas 77704

James S. Turner, Director, Public Relations  
Pat McMeel, Editor  
Jim Harper, Contributing Editor  
Henry Joyner, Contributing Editor,  
Baton Rouge

Member:



### OUR COVER:

*Pretty Kathy Wallace (Beaumont System Treasury) seems caught up in summer time thought. Perhaps she's dreaming of vacation time by the beach, or maybe finding that "special man." Whatever, we are sure you'll agree that Kathy makes a pleasant cover girl.*



# PEAK LOADS

4000

3500

3000

2500

2000

1500

MEGAWATTS

?

## Power

## Demand

According to a Federal Power Commission news release, the South Central Region (including our company) enters the long hot months of summer with a greater reserve reliability factor than any other section in the nation at 20.1 percent.

What does this mean to you? It means plenty. It means that the chances of a brownout due to lack of available electricity is of course possible, but highly unlikely. The chances are excellent that you will continue to have the electricity you need, when you need it. Our company in fact has a greater reserve capacity (25.8 percent average for June, July and August) than the regional figure. Other sections of the nation are not so fortunate.

The Southeast Region is in the most critical position with 11.1 percent capacity in reserve, while the Northeast Section has 17.9. In the New York City area "there may again be problems in meeting the peak demands," says the FPC. One reason is due to the fact that Consolidated Edison Company will not have its nuclear Indian Point No. 2 unit on the line until late summer.

As for our own region, the FPC states, "No particular problems in meeting summer loads are indicated, provided a number of relatively new steam-electric units perform dependably during the summer session."

You'd be a little upset if, after spending a hot day on the golf course, fishing or maybe just mowing the lawn, you re-entered your home to cool off only to find that the air conditioner was off, the lights were out, and the beer in the refrigerator was getting hot. It would present a real problem.



# Growth

The vast majority of the people in the nation will not have to worry about this ever happening. Dependable electric service will go on as usual. Another "Where Were You When The Lights Went Out" incident such as hit the New York City area is extremely unlikely, but it could happen.

Going into the hot summer months with air conditioning units going full blast in offices and homes, the electric utilities industry receives its greatest demand for power. Each year the demand increases, and each year the electric companies plan for just such an increase based on past growth trends. Construction and expansion goes on constantly across the nation as utilities companies prepare to meet their responsibilities.

In our company, trying to estimate the peak load demand for a given year is the job of Ray Broussard, Engineering Planning Department. It is upon his estimates that the company must base its future construction of generating, transmission and substation facilities.

"This is a tricky business," says Broussard. "So many factors have to be taken into consideration such as weather, construction schedules and the like."

To determine a peak load estimate Broussard

# Climbs

gathers information from many sources. Computers work through tons of information fed to it from power plants across the system. The information is analyzed and figures are produced to be added to still other information such as data based on current trends in sales, past trends, weather history and so on down the line. All of this is finally put together like a huge jigsaw puzzle and a picture emerges. From this comes the peak load estimate.

What exactly is peak load? It's an educated guess at what the maximum demand for power will be over a given hour by our many customers. Last year our peak load was 3,285,000 kilowatts. That maximum demand came on July 16, between the hours of four and five p.m. This year Broussard has predicted that the peak demand should be 3,593,000 kilowatts. That means we have to have the power to produce that much electricity when it is called for.

It's very important that Broussard's figures be as accurate as possible. "If my estimate is too low it means the company might have trouble producing the electricity we need. If my estimate is too high, it means that millions of dollars worth of equipment stands idle. So I have to be as near the mark as is humanly possible to be. Plus or minus two percent is considered a good estimate."

Any way you look at it, trying to predict the peak load is a real challenge. An unusual cool spell, rain, industrial or construction problems or an unusually hot summer can all affect the outcome.

Gene Calvert, System Production manager, sums up our company's situation saying, "We are in good shape. Barring any unforeseen emergency we shouldn't have any problems in supplying the power demanded by our customers."



# GSU NEWS

## Students, Teachers Are Guests At Texas Nuclear Symposium

Some 21 students from throughout the Beaumont, Port Arthur and Western Divisions recently attended the 12th Annual Texas Nuclear Science Symposium at the University of Texas. The students, and selected faculty advisors, were the guests of the company during the visit.

The trip to the symposium is made possible by the company through its association with the Texas Atomic Energy Research Foundation (TAERF) which joins the University of Texas each year in conducting the symposium.

Under the supervision of Jim Harper, Public Relations Representative for the company, the students gained access to information that could help guide them in their choices for future careers. In addition, both students and teachers came in contact with some of the nation's leading scientists and educators.

The company's group was just a small part of many groups brought to Austin from across the state by sponsoring companies to hear scientists and engineers from industrial and educational fields discuss nuclear physics, nuclear engineering and related topics.

In addition to classroom discussions, the group toured science laboratories at the university, including those where experiments sponsored by TAERF are being conducted in thermonuclear (fusion) research.

Among the distinguished speakers at

the symposium were Dr. John J. McKetta, the E. P. Schoch professor of chemical engineering at UT and chairman of the National Energy Policy Committee appointed by President Nixon; Dr. Stephen J. Gage of the White House Office of Science and Technology in Washington; Dr. Leonard A. Sagan, asso-

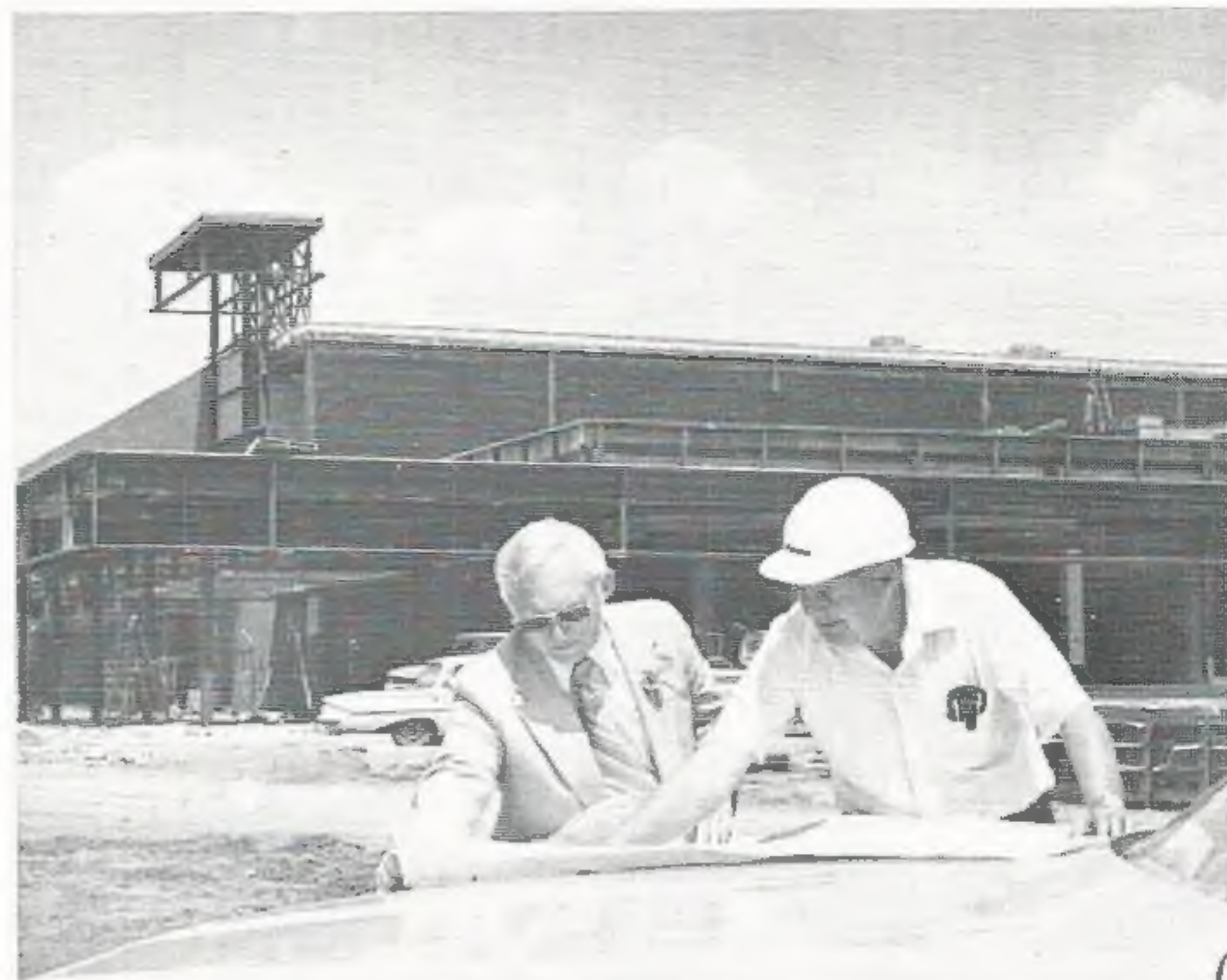
ciate director of environmental medicine at the Palo Alto, Calif., Medical Clinic; Dr. W. E. Drummond, director of the center for plasma physics and controlled thermonuclear research at UT and more.

Dr. Samuel P. Ellison, Jr., dean of the college of natural science at UT is chairman of the symposium.



Joe McClelland, superintendent of Beaumont Division Sales, and Ralph Spafford, supervisor Residential & Commercial Sales (second and third from left), were on hand when Lindy Dennis (Lindy Dennis Air Conditioning Company) was presented a plaque and citation as a Monogram Distinguished Dealer. Pat Payne, (far left) South Texas zone manager for General Electric and Joseph H. Gauss, (right) vice president and general manager for GE's Air Conditioning Products Division, made the presentation. It marks the third consecutive year that Lindy Dennis has won the award.





Glenn Haines, Commercial Sales-Beaumont Division, is taken on a progress tour by Parkdale Mall project architect Irving Tucker. At left, Tucker points out work being done on the J. C. Penney store, while at right, Haines gets a look at the blueprints of the Montgomery Ward store in the background. Target date for the grand opening of the mall is August of 1973.

#### In Beaumont

## *Parkdale Mall Complex Will Need Lots of Power*

*(First in a series of articles pointing out the increasing demand for electric power through the planning and construction of new commercial, industrial, and residential projects in our system.)*

Beaumont, once the shopping hub of Southeast Texas and Southwestern Louisiana, may become so again with the rise of a \$25,000,000 complex to be known as Parkdale Mall.

Construction is well underway on the huge shopping center which, when completed, will have approximately one million square feet of floor space. Totally enclosed against the elements, the Parkdale Mall will house some 45 national, regional and local stores.

Thanks to such retail outlets as Joske's, J. C. Penney, Montgomery Ward, National Shirt Shop, Palais Royale, F. W. Woolworth, Walgreens, Thom McAn's and many more, residents of Southeast Texas

and Southwestern Louisiana will be able to find literally everything they need with one stop.

The mall is the largest commercial development in the history of Beaumont, and will be the largest shopping complex of its kind between New Orleans and Houston.

Located on an 80 acre tract near downtown Beaumont, the developers of the project (Rogers Brothers of Beaumont, Theodore W. Berenson and William D. Lane of Boston, and Theodore Schlesinger of New York), feel that Parkdale Mall has the potential to draw millions of shoppers from outside the immediate Golden Triangle area, and is only the first step in returning Beaumont to the prominence it once held as the major shopping hub between Houston and New Orleans.

Working quite closely with developers

are two of our commercial salesmen, Glenn Haines and Billy Creel. Together, along with Jim Milton (T&D), they have studied the electrical needs of the huge complex. As a result, a new low profile substation has been constructed, and this is a story in itself.

The Parkdale Power Center is the second low profile substation to be built in the Beaumont Division, but is the first with all feeders totally underground. It is also the first station built by the company with landscaping and decorative fence. The power center voltage is 69,000-13,800. It has two 12,500 KVA transformers and two 69,000 volt oil circuit breakers. There are four 13,800 volt feeders which serve the mall.

It is a giant project any way you look at it. The target date for the grand opening is August of 1973. Penny's is set to open by Christmas of this year, with Montgomery Ward to follow soon after.





Ward McCurtain (second from left) manager of the Beaumont Division, presents T. O. "Doc" Charlton (Orange District Superintendent) with a plaque commemorating the fact that Orange District employees have worked for over 2,000,000 man hours without a lost-time accident. All of the people at right have worked in the Orange District since 1957 when the record was begun.

## Orange District Employees Pass 2,000,000 Safe Hours

Working safely is nothing new for Orange District employees of the company—they've been doing it for 15 years.

The Orange office, which numbers some 74 people, have worked over two million (2,000,000) man hours without a lost-time accident, an enviable record for any industry, S. L. Stelly, Safety Director of the Company praised the workers saying, "two million man hours without a lost-time accident is really quite a feat."

T. O. "Doc" Charlton, Orange district superintendent, noted that the last lost-time accident experienced in his district came during a hurricane in 1957.

Special mention was accorded 25 employees of the district, including Mr. Charlton, who have been working throughout the time period that the safety record was established. They are:

Viva Courmier, A. J. Johnson, Junious Vital, J. O. McCune, Reba Willey, O. C. Wingard, J. S. Rougeau, Stanley LeBouef, E. R. Saide, Glen McGuire, L. J. Sonnier,

G. W. Dailey, Eugene Salonek, Floyd Hebert, J. T. Sparks, Dalton Woodard, E. R. Snider, Paul Boudreaux, W. L. Arm-

strong, O. H. Schultz, Hershel Stagner, O. F. Peveto, Robert Steele and Davie Carpenter.

### A Fish Tale

Karen S. Egulf, Purchasing Department in Beaumont, after hearing one "fish tale" too many, sat down and composed the following:

#### THE ONE THAT GOT AWAY

After two hours of very hard fishing,  
And two more hours of very hard wishing,  
I got a strike that strained my arm,  
This was only part of the harm.

My rod bent double for the first time that year  
And broke in half, but I didn't shed a tear.  
Because I knew that this one was big,  
And I didn't care if I lost the whole rig!

I kept on reeling for all I was worth.  
Anyone could plainly see my mirth.  
It jumped ten feet out of the lake,  
With its tail still in, my arms began to ache.

This fish was tough and very mean.  
It was the biggest bass I'd ever seen!  
Excited, I reeled him to the boat,  
While inwardly, I began to gloat.

I reached down with my dip net.  
I hadn't gotten him in the boat yet.  
I was about ready to cuss.  
That fish put up an awful fuss!

All of a sudden he gave a pull,  
And I thought to myself, "You old fool!"  
My line snapped and away he went.  
I kicked my boat and made a dent.

Who would believe the story I'd tell?  
Of that big bass that gave me - - -!  
All that I could ever say  
Is that's the one that got away.



# ***Hunt Wins In Baton Rouge; Heaner Edges Out Laughlin***

---

## ***Memorial Day Tourney***

---

By GLENN STOKES  
Tournament Chairman

Ronnie Hunt, Baton Rouge T&D, fired a 79 to capture the championship of the annual Baton Rouge Memorial Day Golf Tournament held at Webb Park. It marked the second year in a row for Ron to win the title.

This year's tournament brought with it a record turnout. Fifty-five of the original 61 applicants showed up on a beautiful sun kissed day to show off their talents.

We had the opportunity to have several first timers of the game join in the fun. As it turned out, these first timers were very much in contention in their flights up to the last hole. They missed out by only a couple of strokes of placing in the top four.

Four places in each flight collected payoffs. In addition we also made four additional "Special Awards." We had prizes for the longest drive, which was also won for the second year in a row by Ron Hunt. We had the closest to the hole contest, won by J. W. Blanchard who put his nine-iron tee shot just three feet from the pin. We also had two new awards this year for the golfers who managed to get the most strokes. The first of these, the "Death Valley Award," was won by C. Guidry with a 153. The second was captured by the old Beaumont Flash, Robert Petry with a 149. "Something must have gotten into me," exclaimed Pete when he collected his prize.

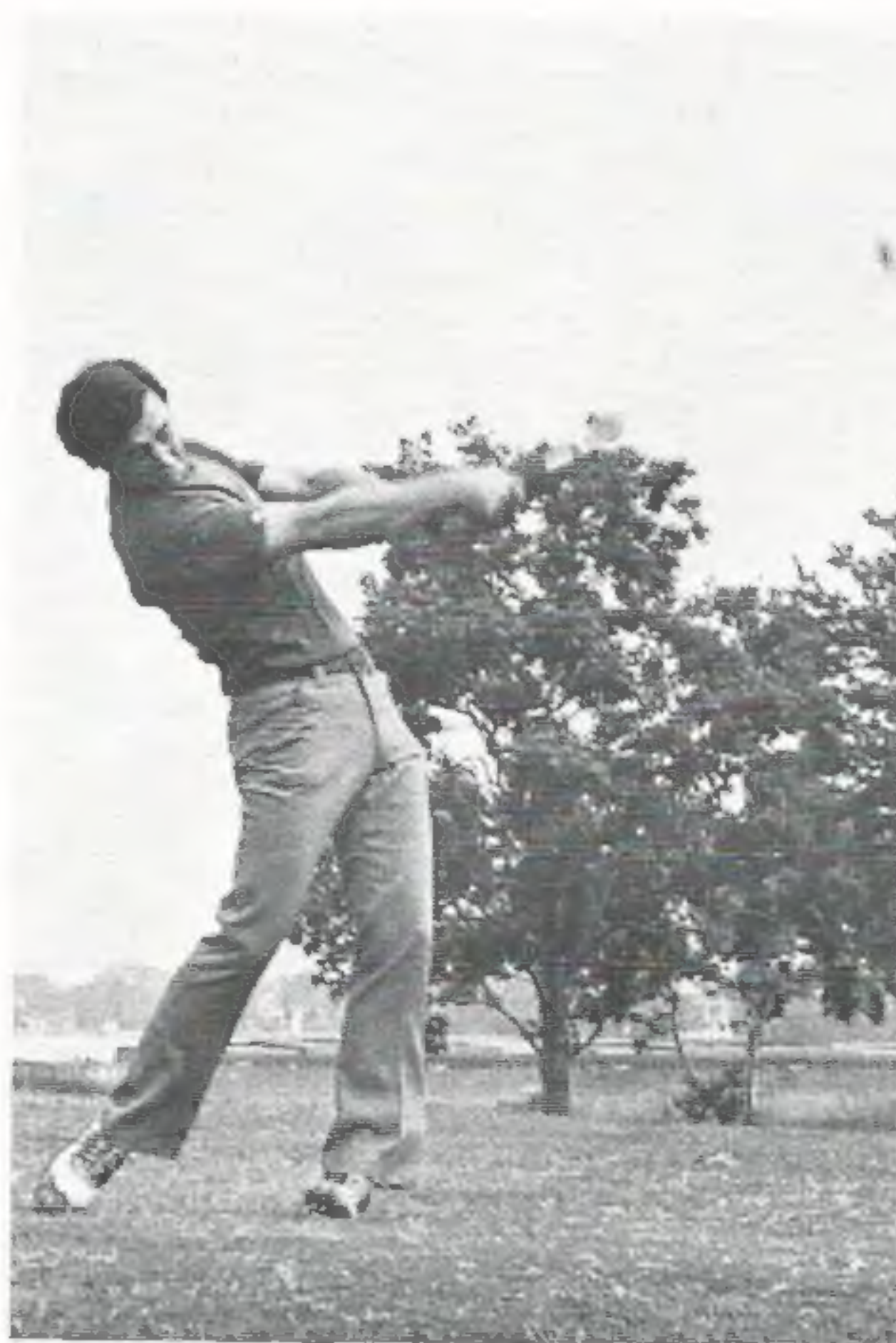
Two strokes behind Hunt in the Championship Flight was Fred Eubanks with

an 81. Elmo Lambert also had an 81 and Phil Levert was fourth with an 87.

In the first flight, R. M. Andrews fired a 90 to win first place. He was followed by L. Graville with a 92, All Gann with 93 and R. Shirley with a 96.

Second Flight honors went to E. G. Nelson with 90. J. W. Blanchard had a 94, A. Savant shot a 95 and R. Campagna finished with a 99.

Third Flight went to J. Daigle with a  
(continued on page 10)



Joe Bergeron of Lake Charles T&D slams one off the tee.

Bill Heaner, vice president-personnel manager, narrowly edged out J. R. Laughlin of Lake Charles by one stroke (79-80) for the low gross championship of the Memorial Day Golf Tournament held in Port Arthur on Pleasure Island. It was the second consecutive year that Heaner has won the tournament.

Laughlin was not entirely out of the picture however as his score figured out to a low net 67, the best by two strokes over his nearest competitor for low net championship honors. Ron Shuff recorded a net 69. Heaner was third with 70, while Norman Lee, Luther Risher and Jerry Stokes all finished at 71 in a close race.

Though it didn't count for the tournament championship, the best low net score of the day was turned in by the winner of the third flight, Leroy Bodemann. Bodemann's net score figured out to a sizzling 58. Suma Stelly, playing in the fourth flight almost matched Bodemann's score with a 59.

Some 87 golfers from the Lake Charles, Port Arthur, Beaumont and Western Divisions participated in the tournament under a broiling sun. J. W. Minner and Bill Barksdale ran the well organized event to perfection.

Ed Hodges managed to pick up first place in the second flight with a net 65. Andy Poulson and Tom Amerine followed with 68s, while C. M. Scott and Ray Holm fired 70s and T. G. Franklin carded a 72.

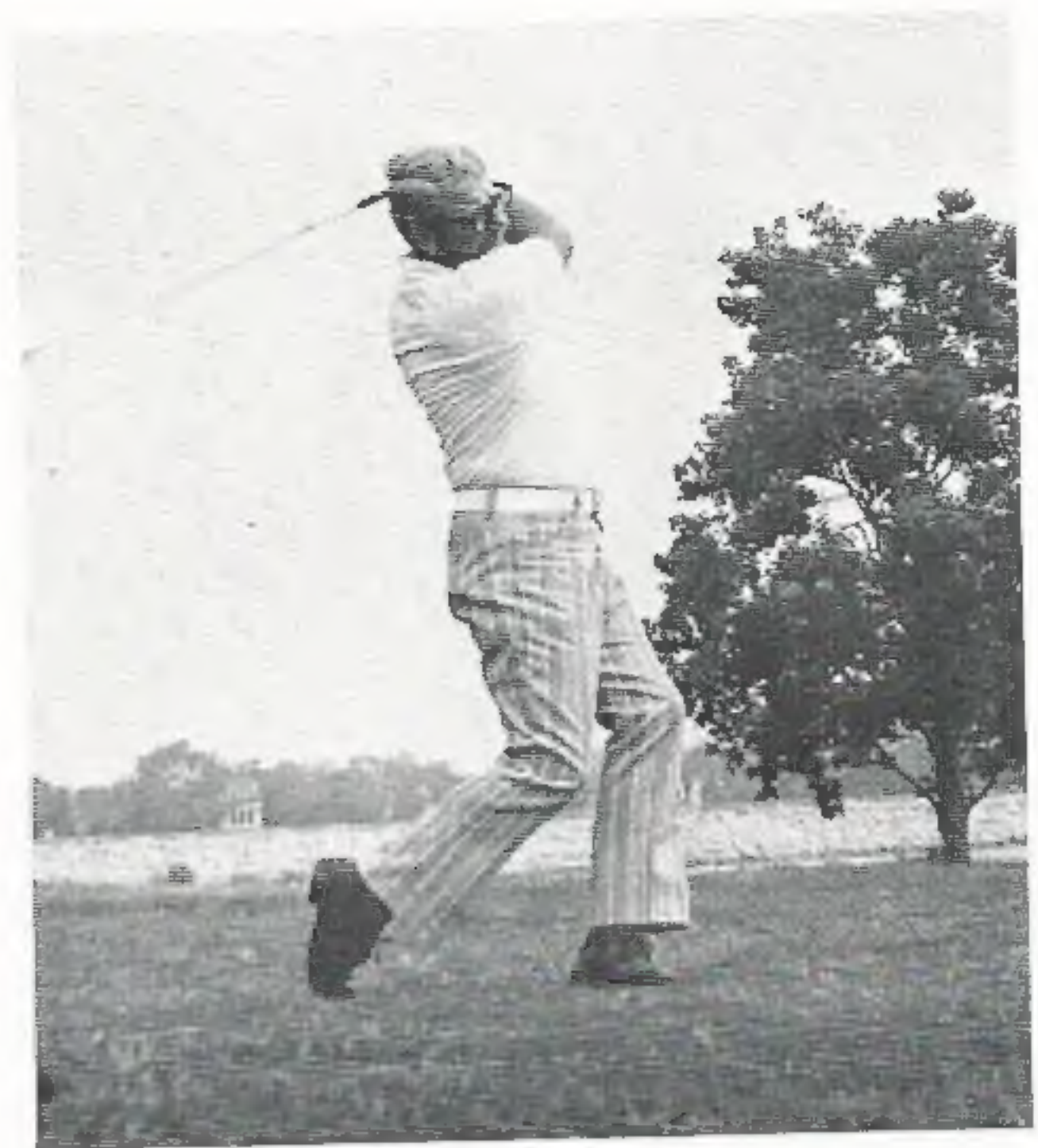
(continued on page 10)





Suma Stelly uses his French after missing a close putt!

# In Port Arthur



Heaner slams one.



Have you heard the one about. . . ?



Now that's what I call a caddy.



And I had to get up at 5:30 a.m. for this!







Arden tries once. . . .



then tries again.



Thanks! I needed that.



## In Baton Rouge

I knew I should have  
taken up bowling.



Not bad! Now let's  
try it with a golf ball.



## Baton Rouge Golf . . .

97. J. Chandler had 102, H. Buschmile had 104 and R. Davis had a 104.

The Fourth Flight had R. Knobloch on top with a 101, beating out D. Garon on the scorecard who also had a 101. J. Davidson shot 103 and W. Wright swung his clubs 107 times.

J. Glascock fired a 97 to win the Fifth Flight, while C. Parker was second with a 109. M. Lester shot a 115 and C. Starns had a 117.

The Sixth Flight went to J. Fleming with a 108. L. King fired a 115, G. Cannon had 117 and D. Crocket was fourth with a 119.

I would like to take this opportunity to thank all the people who worked together to make this year's tournament the biggest and best yet. Also a special thanks to Mr. Walter Aertker for the benefits he supplied us again this year.

## Port Arthur Golf . . .

In the third flight, Leroy Bodemann outdistanced the field with his 58. Randy McAlpine came through with a 64, followed by Ken Jumel and F. W. Jones with 65s, Stan LeBouef with 70 and Charles Leard with a 72.

Fourth flight honors were taken by Suma Stelly with his nice 59, while H. J. Stelly fired a 64 for second. Rufus Mier had a 66, and Paul Harrington, Duane Abshire and Howard Sutton all had 67s.

Calvin Hebert won the fifth flight with 62, while Leland posted a 65. Olice Steward came through with a 66, Mike Hillhouse with a 67, Ward McCurtain with 68 and Stan Roby with 71.

The final flight found Tom Jasper taking top place with a 60. Sandsberg recorded a 61, Williamson had 63, D. T. Stathos finished with 64, M. S. Bridges had 67 and C. E. Calvert managed a 68.

Following the tournament the players got together for the presentations, and learned that next year's tournament, hosted by the Lafayette District, will be played in Crowley, La. T. G. Franklin, golf committeeman from Lake Charles stood up and told the gathering that they were going all out on next year's tournament. "First we're going to start off with a parade." That brought the house down.

Barksdale expressed his appreciation to all the players who helped make the tournament a success. "We feel that success of the tournament was due to everyone's cooperation and good humor," he said.

## Deaths



George Iles



J. L. Dorociak

George R. Iles, Jr., Silsbee District Superintendent, died in late May.

Mr. Iles had been an employee of the company since 1945, and district superintendent since 1968. His first job with the company was a rod and chain man. Later he was promoted to instrument man, right-of-way man, right-of-way agent, and insurance and claims representative.

He was a native of Merryville, La., but reared in Silsbee. He was graduated from Silsbee High School and Lamar Junior College. He was an active worker in church and civic affairs of his community.

Mr. Iles is survived by his wife, Betty Iles; two sons, George Iles III and David Curtis Iles of Beaumont; two daughters, Mrs. Rebecca Harless of Austin and Miss Diane Iles of Silsbee. Also surviving are his mother, Mrs. Myrtle Iles of Silsbee, and two sisters, Mrs. A. E. Read and Mrs. Alene McBryde, both of Silsbee.

Joseph L. Dorociak, mechanical maintenance foreman at Nelson Station, died June 1. He was a 15-year veteran of the company.

Mr. Dorociak joined the company in 1957 at Riverside Station. Two years later he moved to Nelson Station. He had been mechanical maintenance foreman since March of 1970.

A native of Chicago, Ill., Mr. Dorociak was a graduate of Chicago Vocational High School and completed a course in aircraft mechanics at the University of Southern California. He was an Air Force veteran of the Korean War, a member of the American Legion Post No. 1, and a member of St. Margaret Catholic Church.

Survivors are his wife, Terry Boudreaux Dorociak; two sons, Joseph Lorne and Michael James; three brothers, Leo and Edward Dorociak of Chicago, and Robert Dorociak of New Orleans. Also surviving are three sisters, Mrs. Ruth Sullivan of Long Beach, Calif., and Mrs. Evelyn Zima and Mrs. Joan Talmer, both of Chicago.



# Donaldsons Are Honored In Baton Rouge By School



Mr. & Mrs. L. F. Donaldson

By MELANIE HIMA  
Plain Talks Reporter

Catholic High School in Baton Rouge recently rolled out the red carpet for two very special friends and supporters. L. F. Donaldson, supervisor-Electric Service, and his wife Cecelia, were honored by the school and named to the Catholic High School Hall of Fame.

The Donaldsons are the parents of nine children, eight boys and a girl. Seven of the boys have graduated from Catholic High School, the youngest in 1971.

Affectionately known as "Mom D," Mrs. Donaldson has worked in the Catholic High cafeteria since 1957. She is quite active in supporting both the school and her church. She has held several positions in the Catholic High Mothers Club, and

has decorated the school's chapel with flowers from her own yard.

Not to be outdone, Mr. Donaldson is also active in the Catholic High Men's Club, and a worker helping all school fairs and projects. He designed and built a moving crib scene for the Christmas nativity display.

Both have been staunch supporters and avid fans at all the Bears athletic events. Their example of hard work, dedication and high spirits has been an inspiration to many a lad through the years.

Their 25-year association with the school will not end now that their sons have graduated. They plan to keep an eye on their school for some of their 21 (at last count) grandchildren.

## *A Rising Star In Opera*

Gandy Hall, plant superintendent at Neches Station in Beaumont, has every reason to be proud of his "little girl." Not every father has a daughter who is capable of becoming an international figure in the world of opera.

Jeanette Hall-Wood is but the latest rising star to come out of the Beaumont area in the field of entertainment. Edmond La Fosse, son of Harold La Fosse (System Treasury), is currently a member of the National Ballet in Washington.

Mrs. Hall-Wood, wife of James Wood of Bunker Hill, Ill., is a graduate of French High School. She received her bachelor's degree from Lamar, has gone on to earn a master's degree from Indiana

University. She also has studied on a Fullbright Scholarship in Germany at the Hochschule fur Musik in Frankfurt.

Not long ago Miss Wood-Hall captured first place honors in the regional auditions of the San Francisco Opera held in Dallas. As a result of this she will go to the Golden Gate city for final competition and will have a role in that city's Merola Opera program under a scholarship awarded by the National Opera Institute. She also has signed to sing with the Dallas Civic Opera and with the Chicago Lyric Opera Company.

Scholarship and music go hand in hand with Jeanette and her husband. He is working on a doctorate in English at State University of New York, and is an accomplished oboeist.



Jeanette Hall-Wood



# Company Wins Honors In Annual PUAA Contest

Our company recently joined a select group of other utilities across the nation when it received four awards in the International Public Utilities Advertising Association Better Copy Contest.

The PUAA contest, the oldest continuous competition of its kind in the advertising profession, was highlighted with an awards banquet held in Detroit, Mich. James S. Turner, Advertising & Public Relations director, accepted the honors for the company.

The company was cited for PLAIN TALKS, a second place winner in the employee magazine category; for outdoor advertising-billboard posters (2nd place); for single television commercial on a public relations subject, black and white or color (2nd place); and for car, bus or truck posters (3rd place). Aylin Advertising Agency of Beaumont is our company's advertising representative.

Mr. Turner was also called upon to act as national chairman of the single newspaper or magazine ad on any subject, two or more colors categories.

Competition in the PUAA contest was keen, with entries (representing every segment of the industry) coming from virtually every state and including Canada.

Of the sixteen companies which managed to win four or more awards, three companies were from Texas. In addition to our own company, Dallas Power and Light and Houston Lighting & Power were among the top sixteen.



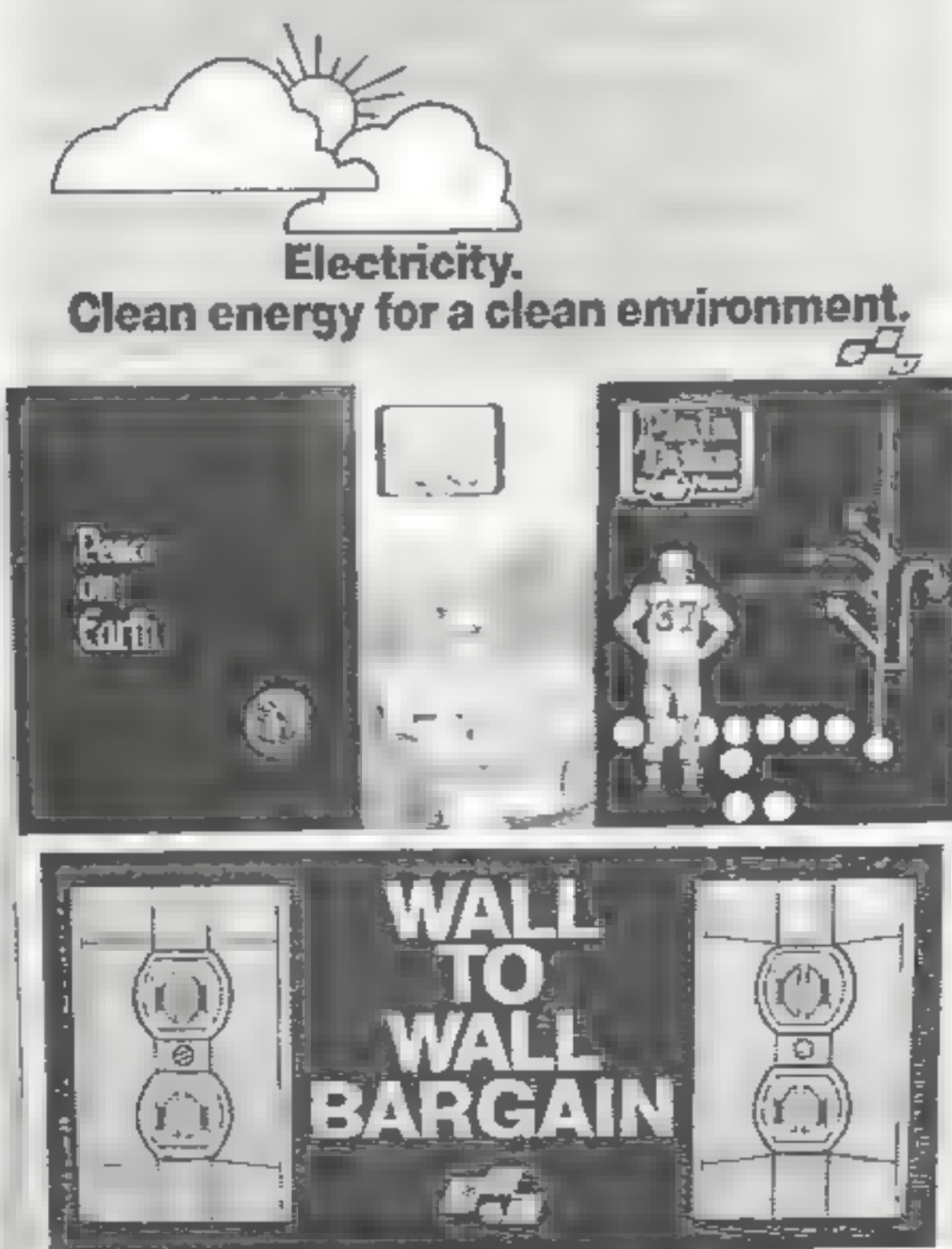
## Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during May, 1972 covering employee deductions and Company contributions through April, 1972 were as follows:

4,510 shares of Common Stock at a total cost of \$86,158.31 or an average cost per share of \$19.104.

77 shares of \$4.40 Preferred Stock at a total cost of \$4,871.30 or an average cost per share of \$63.264.

The Trustee deposited \$38,902.82 with the Savings Department of the First Security National Bank of Beaumont.



President Floyd R. Smith congratulates PLAIN TALKS editor Pat McMeel after the magazine was judged the second best company publication in its class in the nation during the annual convention of the Public Utilities Advertising Association in Detroit. In addition to the magazine, the company received second place honors in two advertising categories, and a third place judgement in another.



# Construction Underway On Lochshire Development

Providing electric power for 165 new homesites is just the beginning of our company's involvement with Lochshire, a 250 million dollar suburban development near Dayton, Tex. The ultimate plan of Westchester Corporation of Houston is to fully develop over 5,000 acres located on Luce's Bayou, 32 miles northeast of Houston.

The contract comes as an end result of much hard work on the part of many of our company personnel. Ralph Spafford, supervisor Residential and Commercial Sales, and Brooks Bishop, Commercial Sales, worked closely with Dayton Superintendent Lloyd Priest on the project. Bill Fox, Residential Sales in Dayton is currently working on the project as well. Together they worked with the T&D Department in handling the details leading up to the servicing of this new residential complex.

Westchester Corp. is now developing some 150 acres with 165 homesites. These homes will be of the \$35,000-\$75,000 price range. A nine hole golf course is also planned, with an additional nine holes later on, as well as facilities for other sports such as tennis. When fully developed, there will be some 7,000 homesites ranging in costs from \$15,000 to \$100,000.

Westchester officials estimate development will be spread over a 10-year period.

Glenn McMillian and Adrian Kachel, partners in the Westchester Corp., said the acreage has some 17 miles of shoreland on Luce's Bayou. The Bayou itself is being widened to accommodate the traffic of the complex.

Westchester Corp. is no stranger to the development of suburban projects. The Houston area is dotted by such developments such as Norchester Subdivision. Together McMillan and Kachel have built and sold more than 6,000 houses either individually or in partnership since 1954.

The corporation has also acquired 33

acres in Conroe for development into a unique "quadplex" condominium. Four luxury apartment units in one structure. Five hundred of these units are scheduled. Also in Conroe, an additional 692 acres of land have been purchased for development into a full single family residential community.

---

## *Unique Substation*



Parkdale Power Center in Beaumont has been a unique construction job in several ways. Built to serve the sprawling Parkdale Mall shopping center, the power center is the first to be built in the Beaumont Division with all feeders totally underground, and the first in the company to be landscaped.



# Big Ten League Awards Night

Members of the Big Ten Bowling League in Beaumont recently got together at Neches Station for their annual awards party. The menu was boiled shrimp, ably prepared by Perry Blanchette, Gene Russell and Ricks Bryant.

The Pitt Grill team captured the league title after defeating the first half winners, Queen and Four Aces, in a three game sweep in a best of five roll-off. Members of the Pitt Grill team are Dale Karaff, Cindy Pankonin, Lou Pankonin, Wanda Hart and Grant Stahl.

League President Muriel Hayes presided over the awards presentation. Individual honors went to Pat McMeel with a high series for men of 698, while Emma Lou VanEman took the women's high series with a 655. Gerry Russell won high game for the women with a 255, and Jim Watson won the men's high game by one pin, 284-283, over Ricks Bryant. Fritz Duhon won the high average award with a 187, while Wanda Hart had a 166 for the women. Lou Pankonin and Wanda Hart won the most improved average awards.



The Two Queens and Three Aces finished second in the league. This team won the first half in a roll-off, but fell in the finals. From left to right are Pat McMeel, Beverly (Queenie) Wilder, Dick Abney, Sandra (2nd Queen) Swindell, and Perry Blanchette. During the first half Pete Mitchell provided much help, but had to drop out when he moved from town.



Pitt Grill captured the championship in a three game sweep of the roll-offs. From left to right are Cindy Pankonin, Dale Karaff, Grant Stahl, Lou Pankonin and Wanda Hart.



Individual winners in the league pose with their trophies. From left to right, Gerry Russell (High Game, 255), Fritz Duhon (High Average, 187), Emma Lou VanEman (High Series, 655), Pat McMeel (High Series, 698), and Wanda Hart (High Average, 166 and Most Improved). Not pictured is Lou Pankonin who won Most Improved Man, and Jim Watson who won high game with a 284.



# People On The Move



J. W. Minner



H. L. Craig



Larry Knight

Two promotions have been announced in the company's Port Arthur transmission and distribution department.

J. W. "Jim" Minner, formerly service foreman, has been promoted to service supervisor, and H. Lloyd Craig, who had been appliance repairman, has moved up to utility foreman.

Minner, a native of Lawton, Okla., has been with the company since 1938. He progressed through various line and service department posts, and in 1957 he moved up to line foreman. He advanced to service foreman in 1965.

A graduate of Port Arthur High School where he won regional acclaim in football, he also attended and played football at the University of Southwestern Louisiana in Lafayette.

Extremely active in civic affairs, Minner serves on two committees of the Port Arthur Chamber of Commerce, is a state director and president of the South County Unit, American Cancer Society, and is a board member of the Sunnyside Speech and Hearing Center. He also is

active in the Knights of Columbus and religious activities.

Minner and his wife, the former Ella Mae Olivier of Groves, have a daughter, Mrs. Larry (Sue Ellen) McClure. The Minners attend St. Catherine's Catholic Church.

Craig is a 13-year employee of the company, having started out in Port Arthur's appliance repair department in 1959. He has progressed through various classifications in that department.

Born in Highlands, Texas, Craig was graduated from Robert E. Lee High School at Baytown. He currently attends Lamar University. A veteran of the Army, he served from 1953 to 1955.

Craig is active in scouting work and currently serves as scoutmaster of Boy Scout Troop 60.

Married to the former Barbara Ann Peterson of Crosby, Craig and his wife have three children. They are Gary, 15, Pamela, 14, and Steven, 11. The family attends the First Baptist Church of Port Arthur.

Larry F. Knight has been promoted to engineer in System Production at Beaumont. He formerly served as relay foreman in Engineering Design.

An employee of the company since 1961, Mr. Knight has held a number of posts and had been relay foreman since 1968.

Mr. Knight received his bachelor's degree in electrical engineering from Lamar University this year.

A native of Drumright, Okla., he graduated from high school there and attended Oklahoma State University before moving to Beaumont.

Married to the former Joan Barnes of Drumright, Mr. Knight and his wife have three children. They are Leslie Renee, 8, Larry Gene, 7, and David Wayne, 5. The family attends Westgate Church of Christ.



# Retirements



B. F. Sparks



D. I. Norwood



G. Batiste

**Bunyan F. Sparks**, first class serviceman in Conroe, will retire on August 1 after more than 35 years of service.

Mr. Sparks began his career as a groundman in the Line Department. He later advanced through various levels until he was made first class lineman in 1946. He was transferred out of the Line Department into the Service Department as a serviceman first class.

A native of Edith, Texas, Mr. Sparks is married to the former Daisy Bell Richards of Sommerville. The couple has son, Don, who lives in Pasadena, Calif.

Mr. Sparks is Master Mason and a counselor of the Conroe chapter. He is also an active member of the First Baptist Church of Conroe.

Plans for retirement call for hunting and fishing around Conroe until his wife retires. She presently works for the Montgomery County Hospital, and has three years to go before she retires.

**D. I. Norwood, Jr.**, a 42 year veteran of the company, retires Aug. 1 as control operations foreman at Sabine Station.

Mr. Norwood, a native of St. Francisville, La., joined the company back in December of 1929 as second assistant fireman in Production at Louisiana Station in Baton Rouge.

In 1931, Mr. Norwood was promoted to assistant fireman. This was followed by still other advancements into such jobs as auxiliary operator, turbine operator, turbine engineer and switchboard operator, all at Louisiana Station.

In 1947, he was transferred to Riverside Station in Lake Charles as station engineer. He remained at that post until 1965 when he was promoted to control operations foreman at Sabine Station in Bridge City, Tex.

**Gilbert Batiste**, Production-Beaumont, retired July 1, after almost 27 years with the company.

He first joined the company in 1945 as a laborer, and progressed until being made special laborer in 1970.

Though a native of Lafayette, he moved to Beaumont and was educated at Blessed Sacrement school. Mr. Batiste and his wife, Edne, have four children of their own, Gilbert Lee, Gable, Jerry and Sandra, and three stepchildren, Zephani-an, Victoria and Jimmy.

Fishing, hunting and swimming are Mr. Batiste's favorite activities.



## THIRTY YEARS

# SERVICE AWARDS

## TWENTY YEARS



**Clifford E. Chambers**  
Production  
Lake Charles



**Hugh C. Sanders**  
Production  
Lake Charles



**Joseph L. Gallier, Jr.**  
Production  
Beaumont



**Paul Granger**  
Distribution  
Lafayette



**Clyde O. Ingalls**  
Distribution  
Lake Charles



**Raymond T. Kearney**  
Engineering  
Beaumont



**Wilfrid B. Martin**  
Production  
Beaumont



**John R. Robin**  
Distribution  
Lafayette



**Wilfred St. Julien**  
Distribution  
Lafayette



**Horace A. Taylor**  
Production  
Conroe



**Gene K. Teel**  
Treasury  
Dayton

## TEN YEARS



**Charles R. Griffis**  
I. D. S.  
Beaumont



**Wiltz C. Hanks, Jr.**  
Distribution  
Lake Charles



**Garland Lege**  
Distribution  
Lafayette



**John W. Lewis**  
Production  
Lewis Creek



**Olice A. Steward**  
Treasury  
Beaumont



**E. J. Zimmerman**  
Distribution  
Conroe



# LETTERS

From employees, customers and friends of GSU

## ORANGE

Dear Sir: (Van Kitchens)

It is with admiration and respect that we think of the fine deed that your unit has rendered once again for the betterment of our environment and youth.

Approximately four hundred and twenty-five (425) pulpwood trees would have to be used in order to process the amount of woodpulp that last Saturday's operation supplied to the paper industry.

The gross receipts for the used newspaper amounted to \$294.00. This money, as usual, will be used for youth oriented projects and charities, ie Boy Scouts and the Miller Neighborhood Center.

For making all of this possible, we send our heartiest thanks to you, to Mr. Kamenicky and to the fine group of soldiers, who helped so much.

Sincerely yours,  
Charles E. Kelly  
Chairman, Project Concern  
Optimist Club of  
Southwest Beaumont

(Editor's Note: Van Kitchens is a captain in the Army Reserve and arranged to have military trucks made available so that the Optimist Club of Southwest Beaumont would have a way to transport paper to Houston for sale. This is not the first time that Mr. Kitchens has provided such help for a worthy cause. Mr. Kitchens is a Serviceman First Class in Orange.)

## BATON ROUGE

Dear Mr. (Virgil) Shaw:

I am certainly glad that the promptness of response by your service department is better than the promptness of this note of appreciation.

On Sunday evening, February 27, we had a loss of gas service at our home, and after determining that it was probably supply trouble, I called your night service number. Within 25 minutes your service truck had arrived at our Oak Hills location; within another 10 minutes, your very capable trouble-shooting serviceman, Mr. S. B. Brumfield, had identified the trouble as a clogged meter, replaced the meter, and had us on line again.

I believe it was Mr. Brumfield who was so helpful to us, along with Mr. Tom Allen, when we built our house a few years ago. I had not met your Mr. Randy Lejeune at that time, but he also projects the same sort of image to me - one of being personally interested in serving your customers and keeping them happy.

My dealings with your company through these gentlemen have been most pleasant, and I compliment you on having such fine people in your organization.

Very truly yours,  
L. Earl Nelson

## ORANGE

Dear Mr. (T. O. "Doc") Charlton,

On behalf of the Service League of Orange I wish to thank you for your cooperation and efficiency with which the electricity was installed for our recent Follies. As you well know without the "juice" we surely could not produce -- so please accept my sincere appreciation.

Yours truly,  
Joanne Pledger  
Production Chairman  
Service League of  
Orange

## PORT ARTHUR

Gentlemen: (Port Arthur Division)

Enclosed is the payment on my final bill.

I can not make this payment without telling you how much we appreciated the fine service that you furnished us during the many years that we lived in Port Arthur.

We learned to respect and appreciate the way you handled emergencies during storms, hurricanes, or just every day catastrophes. We felt that you treated the customer as a king, and that you did everything possible to maintain uninterrupted service. I am ashamed that I have waited so long to tell you how much we appreciated your efforts.

With best wishes for continued prosperity, I remain,

Yours truly,  
John F. Hertweck

## BEAUMONT

Dear Mr. (Perry) Sanderson:

Please allow me to follow up my phone call with a short letter to express my sincere appreciation to you and your good company for accomodating me in my request to have the Gulf States Utilities' power line relocated in my back yard at 1510 Belvedere, Beaumont, Texas.

With kindest personal regards, I am

Very truly yours,  
Jerry J. Nathan





If you have any story you think is interesting and would like to see in PLAIN TALKS, just contact the reporter nearest you, and he (or she) will see that it gets to the editor. A complete list of the reporters and their location can be found on the first page of each Coffee Cup section.

## Baton Rouge



Vickie Brown was presented a Sizzler outfit as a farewell gift from Baton Rouge Customer Accounting co-workers. Vickie has been a cooperative office education student at Istrouma High School and a part-time employee. She will become the bride of Gary Alan Marshall on July 29. In the picture are, from left, Jennie Simpson, Jeri Cabaniss, Elaine Galloway and Josie Andrews. (from Opal Temple)



J. B. LeBlanc, left, is surprised by his friends and co-workers on his birthday in Baton Rouge. Looking on are, left to right, Hazel McAndrew, Verlie Gibson, Pat Wascom, Josie McAndrews, Lynn Bankston and Jennie Simpson. (from Opal Temple)



## REPORTERS

If you have any news for "Plain Talks," simply send the information to one of the following local reporters. They will be happy to assist you in getting the material to the Editor.

**BATON ROUGE:** Henry Joyner, Margie Force (T&D), Fay Hebert (T&D), T. Boone Chaney (T&D), Melanie Hima (T&D), Charles L. Miller (T&D), Jack Gautreaux (T&D), Clyde Cannon (T&D), James W. Bello (T&D), Beverly Hull (Gas), Opal Temple (Acct.), Robert Graves (T&D).

**BEAUMONT:** Linda McSwain (S.C.), Bill Touns (S.C.), Barbara Lindsey, Ann Ogden, Edy Waltmon, Linda Marks.

**CALVERT:** Janis E. Wilganowski.

**CLEVELAND:** Pat Jones, Edd Mitchell.

**CONROE:** Frances Elliot.

**DENHAM SPRINGS:** Lenelle Juban.

**GONZALES:** Billy Fortenberry.

**HUNTSVILLE:** Dewey Allbritton.

**JENNINGS:** Earl Mayfield.

**LAFAYETTE:** Bobbie Denais.

**LAKE CHARLES:** Johnnie Harris (T&D), Pam Case.

**LA. STATION:** Leslie Jeansonne.

**LEWIS CREEK:** James Veatch.

**MADISONVILLE:** Wanda H. Tinsley.

**NAVASOTA:** Betty Dickschat.

**NECHES STATION:** Gene Russell, Hazel Higginbotham.

**NELSON STATION:** Martha Caldwell.

**ORANGE:** Davie Carpenter.

**PORT ALLEN:** Adele Vavasseur.

**PORT ARTHUR:** Sue Williams, Lorraine Dunham (S.C.).

**SABINE STATION:** Kathleen Fuller.

**SILSBEE:** Maxie Bell.

**SULPHUR:** Pearl Darbonne.

**WILLOW GLEN:** Dora Landaiche.

**WOODVILLE:** Alene Waggoner.

**ZACHARY:** Myra Kirby.

*(Editor's Note: If any of the above reporters are no longer reporting or with the company, we would appreciate knowing about it. This holds true also if any reporter's name has been omitted.)*





William P. Rabe, son of the late W. L. "Bill" Rabe, foreman of the Baton Rouge Division Relay Department, was recently honored by being selected for membership in the National Honor Society at Robert E. Lee High School. Bill has maintained a 3.5 grade average and plans to enter LSU upon graduation next year. He has also been inducted into the mathematics honor society, MuAlpha Theta. (from Melanie Hima)



Lisa Thibodeaux, daughter of Morris Thibodeaux (communications man first class) in Baton Rouge, recently won third place in a parish wide essay contest sponsored by the American Legion. Her winning essay was entitled, "Your Flag and Mine." She is now eligible for the state wide contest. Lisa is 15, and a ninth grade student at Park Forest Junior High. (from Melanie Hima)



Mark Blair Glover, son of Aubrey E. Glover (Division Sales-Baton Rouge), was named winner of the Citizenship Award given to the outstanding sixth grade boy at Claiborne Elementary School in Baton Rouge. Young Mark will have his name engraved on a plaque that is displayed in the school for all to see. Nice going Mark. (from Henry Joyner)

## *Beaumont*



This happy little girl is the daughter of the late Jimmy Smith, utility foreman-Beaumont T&D, who lost his life repairing storm damage over the Fourth of July weekend in 1970. Pretty Fayann Smith is now two years old. (from The Editor)



Members of the Big Ten Bowling League in Beaumont got together at Neches Station for the annual awards party. Muriel Hayes, president of the league, presented trophies to the team and individual winners following a shrimp dinner. (from The Editor)





Four employees of the Beaumont Service Center, and one from Neches Station make a good team -- bowling team that is. From left to right, Lou Pankonin (Neches), Bill Hart, Paul Lane, Jerald Adams and Fred Roffman were members of the HI-LOs which bowled at Gateway Lanes in Beaumont. The team averaged 154 per man during the season, and Fred collected a belt buckle for "most improved average." (from Linda McSwain)



Rodney Derric Hicks, son of Selan and Rod Hicks, poses for a picture on his first birthday. Not only does Rodney's dad work for the company, but so do two uncles, Jimmy Cornelius and Don Clawson. (from Dorothy Nowell)



Dennis E. Singletary, residential sales representative in Vidor, and his wife are very proud of their recent addition to the family. The young man is Jon Eric Singletary. He came into the world a hefty eight pounds five ounces. Despite dad's pleas, young Jon refused to open his eyes for the picture. (from Ann O'Neill)

Mark Wadsworth (T&D Engineering) and his wife Penny, glance over their shoulders during a going away party for Mark in Beaumont. A. W. Baird, J. O. Calcote and S. F. Krebs were among those on hand to wish Mark well in his new endeavor. (from Linda McSwain)



Charlene Noble, cutting cake, was given a going away party by some of her many friends at Neches Station. With her are, from left to right, "Obie" O'Brien, Dale Karaff, Vernon Holland, Price Bradshaw and H. T. Henriksen. Charlene is leaving to join her family in Puerto Rico. (from Hazel Higginbotham)



Rebecca Bradley is rated seventh in her graduation class of 252 at South Park High School in Beaumont. Rebecca has maintained a 95.7 grade point average through her four years of study. She is the daughter of V. H. Bradley, Jr., control operations foreman at Neches Station. (from Hazel Higginbotham)



# *Lake Charles*



Pat Sullivan, seventh from left with cigar in hand, was given a big farewell at his retirement party in the Lake Charles Service Center. Over 130 guests turned out to honor the happy Irishman. Pat was given a rod and reel, and a retirement fund "bank of money." With Pat here are a few of the men, already retired, who came back to welcome Pat into their club. (from Johnnie Harris)



Patricia Ann Guillory, daughter of Rocta Guillory of the Lake Charles Line Department, graduated from Fenton High School in May. Patricia plans to enter the nursing profession. (from Johnnie Harris)

The Boy's chorus of which Mark Montgomery is a member, performed for the Lake Charles Civic Symphony in April. Mark is the 10 year old son of Lyndred Montgomery, 1st Class Mechanic at the Lake Charles Garage. (from Johnnie Harris)

Wedding Bells were ringing in April for John Frederick, son of Mr. and Mrs. L. J. Frederick, and Linda Richards, daughter of Mr. and Mrs. Guy Richards. The wedding ceremony took place at Our Lady of Good Counsel Catholic Church with the reception being held at the bride's parents home. Mr. Frederick is Service Foreman at the Lake Charles Service Center. (from Johnnie Harris)

Karen Schwenneker, a senior at Sam Houston High, was selected again this year as one of the Outstanding American High School Students and chosen to Merits Who's Who Among High School Students. Her proud Mommy is Katherine Schwenneker, Departmental Clerk in the Lake Charles Service Department. (from Johnnie Harris)



Nancy Guillory was given a going away party recently in the Lake Charles Service Center. Nancy was promoted from Departmental Clerk in Engineering to Steno in the Sales Department. (from Johnnie Harris)



## *Nelson Station*

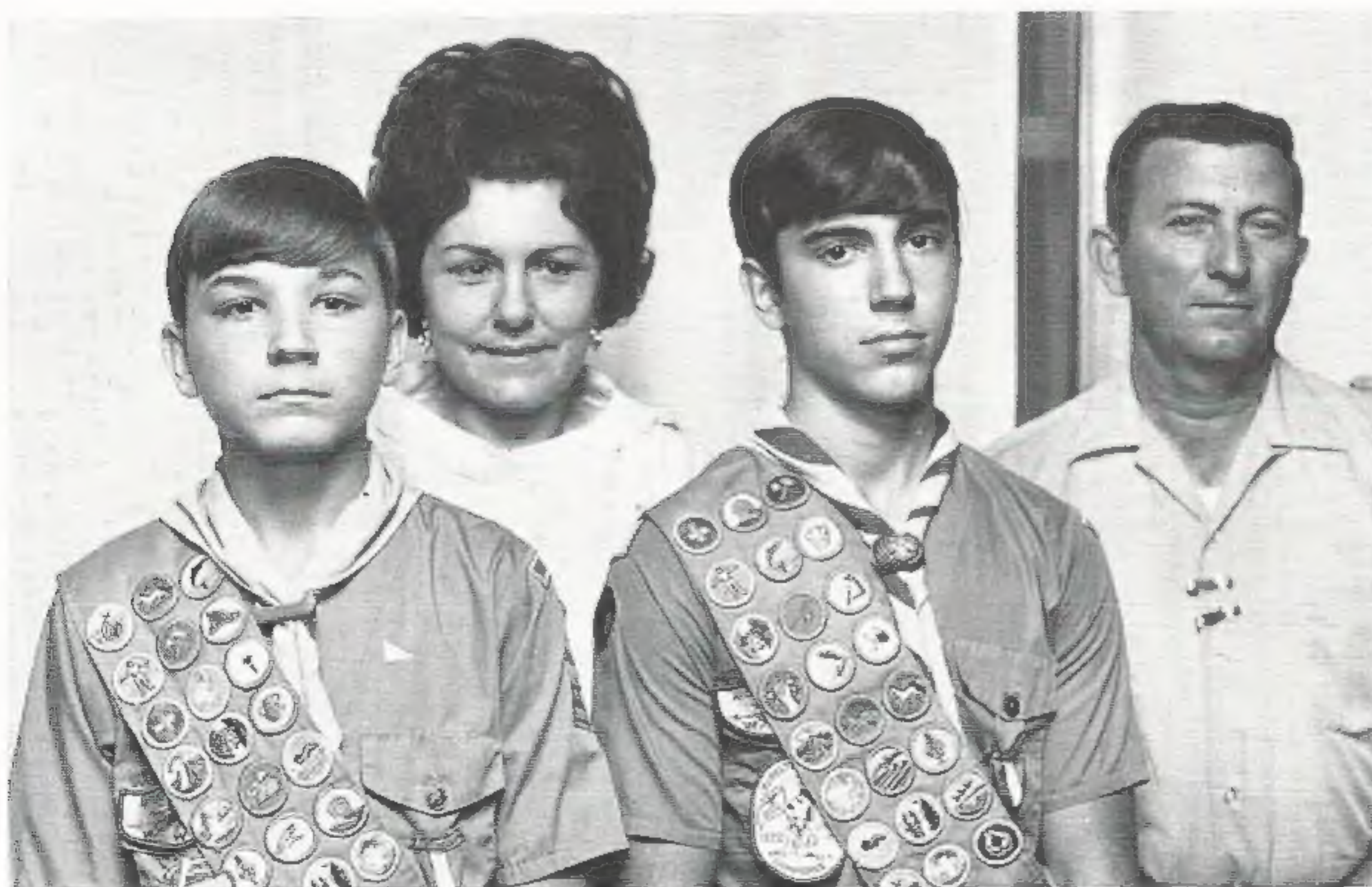


Joseph and Michael Dorociak, sons of the late Joseph L. Dorociak, display some of the "gold" they won while participating in the American Junior Bowling Congress program in Lake Charles. Joey, left, holds two first place team trophies. Michael also won a team trophy while bowling in a winter league. Mike rolled the high game during the league, a 116. He is a 70 average bowler. Joey rolled the highest series, highest game, had the highest average and was the Most Improved in his age bracket. His average is 89 and had a high game of 130. He has rolled a 165 in practice. (from Martha Caldwell)



John Mitchell Landry, newest addition to the John A. Landry family, was just three months old when this picture was taken. Young John doesn't lack for attention. His brother Mike and sister Ramona are constantly at his side. Papa is a repairman first class at Nelson Station near Lake Charles. (from Martha Caldwell)

## *Lafayette*



Leland and Leonard Patin, twin sons of Mr. and Mrs. Claude Patin, earned the Eagle Scout Award at a Court of Honor ceremony held in April. The elated parents certainly have reason to be "doubly" proud of their 15-year-old offspring. (from Bobbie Denais)

## *Port Arthur*



"A man who takes his hat off in an elevator has both good manners and good hair," was the philosophic advice heard by Felton T. "Curley" Hargrove at his recent retirement dinner in Port Arthur. Since Curley had the manners but lacked the second part, his friends furnished him with that which he lacked. Looking on is F. W. Jones, while Bill Barksdale made the wig presentation to Curley who immediately put it on. (from Helen Powell)



Keith Petitjean, son of John A. Petitjean (Lafayette Right-of-way agent), graduated from Rayne High School with many honors to his credit. Some of this youth's accomplishments are senior class president, Who's Who in U. S. High Schools, member of the Future Business Leaders of America, student council member, member of the high school's annual staff, sixth in his graduating class of 153, National Honor Society and was named Mr. Rayne High School in 1972. (from Bobbie Denais)





**Welcome  
Aboard!**

**EMPLOYED - MARCH, 1972**

**SYSTEM DEPARTMENTS**

**Information & Data Services**

Durand, Cathleen M., Beaumont, Dept Clerk (Records)

**PORT ARTHUR DIVISION**

**Distribution**

Banks, Kerry L., Port Arthur, Helper-T&D Dept (Line)

**WESTERN DIVISION**

**Distribution**

Fenner, Edger, Jr., Conroe, Helper-T&D Dept (Line)

Elley, Calvin E., Jr., Conroe, Helper-T&D Dept (Line)

Stampley, Steven L., Huntsville, Helper-T&D Dept (Line)

**Treasury**

Atkinson, Billie A., Huntsville, Local Office Clerk

**BATON ROUGE DIVISION**

**Production**

Thibodeaux, Vickie L., Baton Rouge, Dept Clerk-La Sta

**Distribution**

Carolina, Charles E., Baton Rouge, Helper-T&D Dept (Line)

**Treasury**

Clouatre, Bruce A., Baton Rouge, Meter Reader

Wickers, Kenneth D., Baton Rouge, Meter Reader

Chauvin, John S., Baton Rouge, Meter Reader

**LAKE CHARLES DIVISION**

**Treasury**

Amy, Carolyn S., Lake Charles, Clerk-Cust Acctg

**Distribution**

McFarlain, Randall J., Sulphur, Helper-T&D Dept (Line)

**EMPLOYED - APRIL, 1972**

**SYSTEM DEPARTMENTS**

**Information & Data Services**

Tinsley, Carol P., Beaumont, Dept Clerk - Records-Dupl

**System Engineering**

Baldwin, Joyce B., Beaumont, Dept Clerk - Eng Plann  
(Sched)

**System Treasury**

Hawthorne, Martha S., Beaumont, Clerk - Gen Acctg (Gen Accts)

**BEAUMONT DIVISION**

**Production**

McLaughlin, Larry W., Beaumont, Operator's Helper - Neches Sta

**Distribution**

Williams, Stephen S., Orange, District S/Sta Operator

**PORT ARTHUR DIVISION**

**Production**

Sanders, Keith C., Bridge City, Equipment Operator  
Sabine Sta

**Distribution**

Dugas, Dennis R., Port Arthur, Engr Helper - T&D (Engr)

**Treasury**

Lane, Thomas, Port Arthur, Meter Reader

**WESTERN DIVISION**

**Distribution**

Watson, Warren W., Conroe, Helper-T&D (S/Sta)

**BATON ROUGE DIVISION**

**Distribution**

Luneau, Robert C., Jr., Baton Rouge, Helper - T&D (S/Sta)

Graves, Willie R., Baton Rouge, Helper - T&D (S/Sta)



# Hints From Marianne



After two years in Houston, Marianne Nelson has returned to her former post as Home Service Advisor in the Port Arthur Division. She and her husband Harlan, and their two sons, Stan (8) and Monte (2), live in Nederland. Harlan is a sales representative for Guardian Safety, a division of Vallen Corp. in Houston. Marianne attended Lamar University. These recipes are all favorites of the Nelson household. Most are quick and easy -- a must for a working wife and mother. Two of her three men, Harlan and Stan, are involved in baseball during the summer months and work up big appetites.

## SQUASH CASSEROLE

1 1/2 lb. fresh squash  
1/2 cup sour cream  
One 2 oz. can pimento sliced in strips  
1 can cream of chicken soup  
1 onion, finely chopped  
2 medium carrots, coarsely grated  
1/2 pkg. Pepperidge Farm Bread Stuffing  
1/4 cup butter, melted  
Cook squash until tender, mash and add sour cream, pimento, chicken soup, onions and carrots, mix well. Pour mixture into 2 quart casserole dish lined with Pepperidge Farm Bread Stuffing (mix melted butter with stuffing before lining dish). Sprinkle remaining stuffing on top of squash mixture. Cook in 350 degree oven for 30 minutes.

## ITALIAN CREAM CAKE

1 tsp soda  
1 cup buttermilk  
5 eggs, separated  
2 cups sugar  
1/2 cup margarine  
1/2 cup shortening  
2 cups flour  
1 tsp. vanilla  
1 cup chopped pecans  
One 3 1/2 oz. can coconut  
Mix soda with milk; let stand. Beat egg whites stiff. Cream sugar, margarine and shortening. Add egg yolks one at a time. Add milk alternately with flour. Stir in vanilla. Fold in egg whites. Add pecans and coconut. Bake in 3-9 inch layers or 4-8 inch layers at 325 degrees for 25 minutes. Cool cake layers before icing.

## ICING

One 8 oz. pkg. cream cheese  
1/2 cup margarine  
1 tsp. vanilla  
1 lb. powdered sugar  
Cream cheese and margarine well; add vanilla. Beat in sugar a little at a time.

## CREAM CHEESE POUND CAKE

3 sticks butter or margarine  
8 oz. cream cheese  
3 cups sugar  
Dash of salt  
1 1/2 tps. vanilla  
6 large eggs  
3 cups sifted flour  
Cream butter, sugar, and cream cheese until fluffy. Add salt and vanilla. Add eggs one at a time and beating well after each addition, add flour slowly. Bake in greased 10" tube pan for 1 1/2 hours in oven preheated to 325 Degrees.

## ORANGE SHERBET FROST

Two 3-oz. pkgs. orange flavored gelatin  
1 cup boiling water  
1 pt. orange sherbet  
1 small can crushed pineapple, drained  
1 cup Mandarin oranges, drained  
1 cup heavy cream, whipped  
Dissolve gelatin in boiling water; add sherbet to hot mixture. When cool, add fruit and fold in whipped cream. Pour into lightly oiled 1 1/2 - 2 qt. mold. Chill until firm. Serve on salad greens or as dessert. Serves 8 - 10.

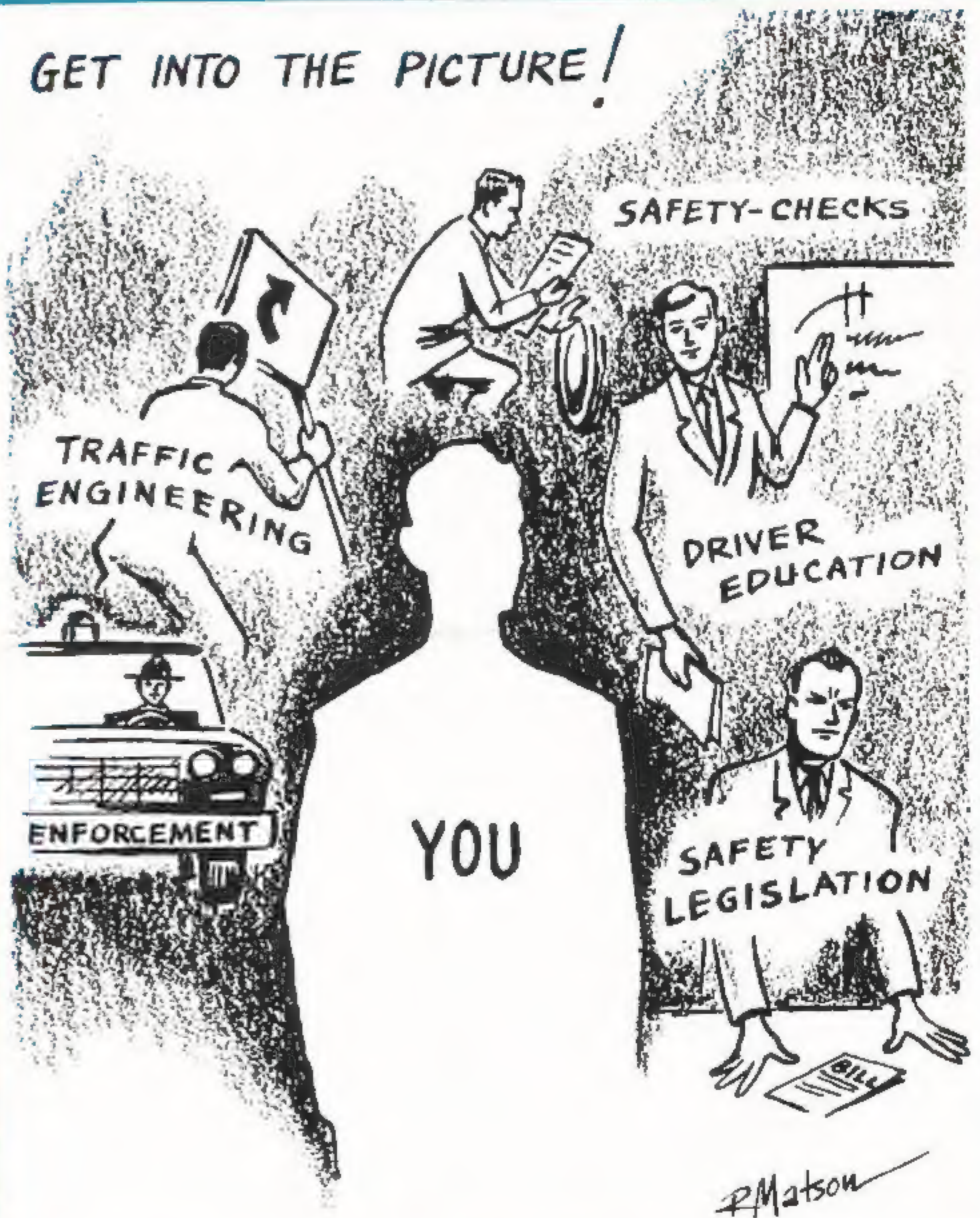
## QUICK AND EASY STEAK DISH

1 lb. round steak  
4 slices bacon  
1 Tbsp. dry onion soup mix  
Line casserole dish with bacon. Trim fat from steak and place on bacon. Sprinkle onion soup mix on top of steak, cover and bake at 325 degrees for 1 1/2 hours.



## Prevent Accidents

GET INTO THE PICTURE!



PREPARED BY THE INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS  
IN COOPERATION WITH THE HIGHWAY USERS FEDERATION